

Jeff Maul  
Lincoln Convention and Visitors Bureau  
1135 M Street, Suite 300  
Lincoln, NE 68501

Dear Jeff,

January 31, 2019

On behalf of the Lied Center for Performing Arts, I am pleased to submit this grant request of \$175,000 to the Visitors Promotion Committee for improvements to the stage rigging and lighting system in the Lied Center's main concert hall. I hope that the committee will decide to support the Lied Center grant request which will allow Nebraska's performing arts center to bring larger Broadway shows to the community, increase tourism and create positive economic impact for local hotels, restaurants and businesses.

In December 2018, the Lied Center hosted *The Book of Mormon*, the biggest Broadway show in Lincoln's history. This musical brought over 15,000 patrons to the Lied with over 5,000 of those patrons travelling from outside Lincoln. The growth of the Lied Center's Broadway program has the potential to greatly increase the number of out-of-town visitors to Lincoln. However, the facility currently does not meet the stage rigging and lighting system requirements to bring in many of Broadway's biggest tours such as *The Lion King*, *Hamilton* and *The Phantom of the Opera*.

The proposed project includes improvements to the Lied Center's current stage rigging and lighting system – including updating the system with more useful multipurpose rigging fly lines and an electrified lineset in place of the Light Bridge. These improvements will provide the opportunity for Broadway's biggest shows to come to Lincoln for extended runs increasing the number of out-of-town visitors that come to Lincoln.

VPC's support of the Lied's stage rigging and lighting system improvement project will help ensure more hotel room nights will continue to be booked annually as a result of Lied Center visitors. A major Broadway show that runs two weeks at the Lied Center has the potential to bring in over 30,000 audience members with an estimated 10,000 of attendees expected to come from out-of-town. This improvement project could help bring one or many major new attractions to the Lied Center in the future. These patrons stay in downtown Lincoln hotels, dine in local restaurants, and spend money at neighborhood small businesses. Beyond the major economic impact, this improvement will help the Lied Center maintain and grow its status as one of the top performing arts centers in the world. Neglect of this urgent need will likely have a negative impact on the use of the Lied Center.

The Lied is grateful to the VPC and Lancaster County for its past support and careful consideration of this request. I look forward to answering any questions you or the commissioners may have as you review the details of our proposal.

Sincerely,



William K. Stephan  
Executive Director and Chief Artistic Officer

LANCASTER COUNTY VISITORS IMPROVEMENT FUND  
GRANT REQUEST

Name of Organization Friends of Lied - Lied Center for Performing Arts

Contact Person Bill Stephan, Executive Director and Chief Artistic Officer

Address/City/State/Zip 301 North 12<sup>th</sup> Street, Lincoln, NE 68588

Telephone 402.472.4700 Fax 402.472.2725 Email wstephan2@unl.edu

Organization Status: Non-Profit  Association  Civic Group  Other   
(If other, please attach explanation)

Applicant Government/organization Federal ID number 47-0727188

If tax exempt organization, designate IRS classification:  501(c)3  501(c)6

Provide a detailed description of your exhibit/attraction:  
Please refer to attached narrative document: "Detailed Description of Exhibit/Attraction" section

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of attendees estimated: Out of town 75,000 (17-18 season) Local 125,000 (17-18 season)

Check all that apply:

- Expanding and improving any existing visitor attraction.
- Planning or developing such expansion improvements, exhibits or additions.
- Acquiring or expanding exhibits for existing visitor attractions.
- Promotion and advertising costs associated with such exhibits.
- New Construction

Please describe project as indicated above:  
Please refer to attached narrative document: "Description of Project" section

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Project Start Date July 2019 Completion Date August 2019

Is this project part of a larger renovation project? No

If yes, please describe the entire project:  
\_\_\_\_\_

\_\_\_\_\_

As it pertains to the grant related project, provide breakdowns of radio and television advertising, showing individual costs, call letters and cities of origin. Also give breakdowns of magazine advertising by individual publications and costs. Similarly, separate the costs for brochures, travel shows by location, billboard advertising, etc. Include target market demographics. Not Applicable

\_\_\_\_\_

\_\_\_\_\_

Do you anticipate submitting future applications for projects relating to this project? No

Total projected budget (attach detailed budget)

Total Revenue \$ 93,225.50

Total Expense \$ 268,225.50

How will your project impact new visitor recruitment and lodging tax revenues?

Please refer to attached narrative document: "Project Impact on Tourism" section

Estimated annual visitors: Local 145,000 (estimated with proposed project) Outside of Lincoln 85,000 (estimated with proposed project)

Estimated Annual economic impact of your facility and/or project based on lodging tax use

(Use multipliers listed below)

Is this based on annual use of the facility or for a specific event/exhibition? Annual Use

# of hotel overnights utilized 13,500 x \$350 (\* Multiplier – see below \*)

\* National/Regional event Multiplier - \$375 per night

\* State event - \$350 per night

\* Local event (no overnight stays expected) - \$245 per night

TOTAL ECONOMIC IMPACT BASED ON FORMULA \$4,725,000

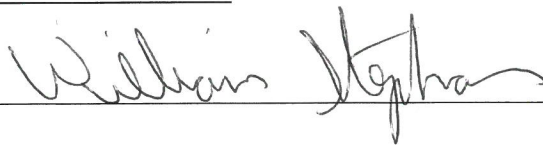
Is this grant request in addition to other project related grant requests? Not Applicable

If yes, then list other grant requests \_\_\_\_\_

**Grant amount requested from Visitors Promotion Committee**

\$175,000

Signature of Applicant



Date

1-31-19

**Return your completed Application to:**

Lincoln Convention and Visitors Bureau  
Attn: Jeff Maul, Executive Director  
1128 Lincoln Mall, Suite 100  
Lincoln, NE 68508

For more information:

(402) 434-5343

[jmaul@lincoln.org](mailto:jmaul@lincoln.org)

**Lied Center for Performing Arts  
A Request to the Lancaster County Visitors Improvement Fund  
January 2019**

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**Detailed Description of Exhibit/Attraction**

As Nebraska's "Home for the Arts," the Lied Center for Performing Arts has enriched the State of Nebraska by providing exceptional experiences in the performing arts since 1990. The mission of the Lied Center is to educate, inspire and entertain the people of Nebraska through the performing arts. Every year over 200,000 patrons are served by the Lied where they experience the finest in music, theater and dance, including over 35% of patrons visiting from outside of Lincoln and Lancaster County. The Lied Center is one of a small number of Lincoln attractions that are top of mind as visitors plan trips to the area.

The Lied Center is the venue of choice for a variety of local, regional and international conferences and special events that bring tens of thousands of visitors to Lancaster County. The largest of these, the International Thespian Festival, brings over 5,000 visitors to Lincoln annually for its six-day gathering at the Lied. The Nebraska State Music Educators Association Conference brings over 2,600 visitors to Lincoln. These two conferences alone account for an estimated 6,000 night stays at area hotels, many of which are booked to capacity as a direct result of these events.

At any major popular performance, as many as 37.5% of patrons come to Lincoln from outside the county. Marquee performances of national profile, such as Jerry Seinfeld, Merle Haggard, Tony Bennett, *Riverdance*, Mannheim Steamroller, Harry Connick Jr. and *Book of Mormon*, make the Lied Center a cornerstone of Lancaster County's tourism industry.

In 2014, the Lincoln Chamber of Commerce awarded the Lied Center the Tourism Development Award for its significant contributions to Lincoln's tourism industry. Top entertainment industry trade publication *Pollstar* has recognized the Lied Center as a Worldwide Ticket Sales Top 100 Theater for the past five years.

Beyond performances on the stage, the Lied Center transforms lives through extensive educational outreach programs for university students, community members and children of all ages. The Lied Center not only presents internationally touring acts, but is also a commissioner of new artistic works. Since the Lied's creation, the Lied has commissioned over 25 new works in music, theater and dance. The Lied has a storied commitment to presenting the greatest artists in the world. Past artists at the venue have ranged from the Bolshoi Ballet and the Jazz at Lincoln Center Orchestra with Wynton Marsalis to our historic presentation of American Ballet Theatre with the St. Louis Symphony. As part of the University of Nebraska - Lincoln, the Lied Center annually tours international artists across the state to rural communities, enhancing the Lied's statewide profile and paving the way for future visits to the Lied and Lincoln.

The Lied Center features a 2,259-seat main concert hall and a 250-seat black box theater, the Johnny Carson Theater. The venue also features several multipurpose spaces that can be used for special events. The Lied Center is recognized nationally as both a performing arts venue and as a major university presenter. Standing at the center of achievement, creativity, imagination, learning, discovery and diversity in the arts, the Lied is one of the top performing arts venues in the Midwest.

## **Description of Project**

Through the proposed project, the Lied Center will make improvements to its current stage rigging and lighting system – including updating the system with more useful multipurpose rigging fly lines and an electrified lineset in place of the Light Bridge. These updates will provide the flexibility for Broadway's biggest shows such as *The Lion King*, *Hamilton* and *The Phantom of the Opera* – productions that have historically been unable to easily set up in the Lied Center's main performance hall – to come to Lincoln for extended performance runs, increasing the number of out-of-town visitors that come to Lincoln and Lancaster County. It will also elevate the status of the Lied Center as a venue that can accommodate extremely tall stage sets and provide critical fly system flexibility for required backdrops and lights close to the orchestra pit.

The Lied Center's Light Bridge is a piece of the theatrical rigging that hangs from the fly loft and provides a position to hang lighting. Typically reserved for performance halls that do not present the variety of programming seen on the Lied Center stage, a Light Bridge is uncommon in theaters today. We have increasingly found that the space occupied by the Light Bridge is interfering with scenery and stage lighting that needs to be hung and flown in the fly loft. As the Lied Center strives to be a multi-disciplinary and multi-purpose performing arts venue that presents a variety of artistic styles – we need the freedom and flexibility to accommodate the widest variety of technical needs and requests. We have been unable to host many major performing arts attractions including shows like *The Phantom of the Opera*, New York City Ballet and *The Lion King* due in part to the lack of flexible fly space downstage. Updating to the system of fly lines and electrified lineset will provide us this flexibility.

The Lied has seen consistent growth over the last decade, and has already had a record-breaking 2018-2019 season with its presentation of *Book of Mormon*. The performance of the Tony Award-winning musical presented in December of 2018 broke Lied Center ticket sales records with over \$1,000,000 in sales over the eight show run. With a total attendance of over 15,000, the performances averaged 1,850 people per show in the Lied's 2,200-seat theater – over 37.5% of these patrons traveling from outside of Lincoln.

By making the proposed improvements to the Lied Center's rigging and lighting system and having the ability to bring in a wider variety of performances, we anticipate this level of ticket sales would continue to increase as the Lied could present even larger and longer-running performances such as *The Phantom of the Opera*, *Hamilton*, or *The Lion King*. This has the potential to increase tourism to Lincoln and Lancaster County – increasing hotel room usage, and new visitors to Lincoln.

Neglecting this work will prevent us from booking performances that are unable to work within our current parameters including many highly sought after Broadway productions. This puts us at risk of losing patrons to performing arts centers in Omaha and surrounding cities such as Chicago and Iowa City that are able to consistently provide the setup required by these top productions. Our ability to continue to present the best and most innovative programming will create life-long patrons that continue to attend and support the Lied and local businesses.

Funding has been secured to remove the existing overhead rigging system used for lighting and projections including the removal of the existing Light Bridge and its associated rigging. We are requesting matching funding from the VPC for the purchase and installation of one new motorized dedicated Electric and three new multiuse counterweight linesets in place of the removed Light Bridge. There are no structural changes being made to the building architecture as a result of this project and this does not fall within general maintenance of the building. This improved rigging system would provide the Lied Center and the

performances it presents with all of the function of the Light Bridge, but provide greater flexibility and ease in staging performances and open up the ability to pursue a much wider variety of shows that are in high-demand amongst today's audiences.

Two companies have submitted estimates for the project: iWeiss and JR Clancy. It is anticipated that these estimations will come down slightly after The University of Nebraska-Lincoln formally bids the project, which is the basis for the \$210,000 general construction contractor cost included in the proposal. UNL also requires contingency funding and project management expenses for an estimated total project budget of \$268,225.50.

The work will be completed over the course of approximately one month starting in mid-July 2019 through mid-August 2019 while the theater is not in use for season performances.

The Lied Center is constantly striving to improve its facility in order to provide the best experience for its patrons. In preparation for the celebration of the Lied's 25<sup>th</sup> anniversary season (September 2014 – April 2015), several projects were completed to enhance the building and add more space to accommodate growing audiences from Lincoln and beyond. The first ever addition to the Lied Center opened in October 2012. Named the Lied Commons, it averages well over 100 events per year, including musical performances, wedding receptions and dozens of professional meetings and conferences. Through the generosity of the VPC, a brand-new state-of-the-art sound system was installed in the Lied Center's main auditorium in 2012 to provide improved clarity and sound quality for all amplified performances, in 2015, the main entrance canopy was replaced, greatly enhancing the aesthetics and safety of the building and in 2018, the seating in the main hall was updated. A new digital marquee has provided prospective customers with current information about upcoming performances. The roof has been replaced; the HVAC and fire safety systems have been improved; and dozens of additional projects have improved the overall patron experience at the Lied Center. All of these projects have been supported in part or in full by private donations and funding, with a total of over \$4 million raised to help prepare the Lied Center for its future.

Despite the completion of these essential enhancements, additional projects are needed to ensure the Lied Center continues to provide the best performances for its patrons with the rigging and lighting system improvement project in the present request as the most urgent on the list of priorities. On average, more than 35% of the Lied's patron base comes from outside of the Lincoln area. In order to make that trip worthwhile and to further entice patrons from outside the region to travel to Lincoln, it is necessary to consistently provide a grand scope of world-class performances. Instead of traveling to Omaha, Des Moines or Chicago to see the best and newest in performing arts, patrons should be able to come to Lincoln.

As a self-supporting non-profit with limited public funding support, the Lied Center is challenged to generate funding to cover costs of one-time major capital improvements. Private donors are historically less enthusiastic about supporting projects such as rigging and lighting system improvements, seat renovations, fire panels and water pumps, leaving limited sources of funding for venue revitalization outside of organizations like VPC. The Lied Center has a small maintenance endowment that covers annual repair expenses, but beyond that has little capital to cover major, one-time venue improvements. If the VPC is unable to fund the venue improvement at the full level of request, the project will have to be delayed for a year or more and the Lied Center could lose the opportunity to book highly sought after performances for the upcoming season, lowering the potential hotel and restaurant income from the Lied Center. With the resources provided by this grant, the rigging and lighting improvements will have a positive impact on the Lied Center and surrounding businesses far into the future.

### **Project Impact on Tourism**

As one of Lancaster County's largest tourist attractions, the Lied Center's season of world-class artists in addition to conferences and events brings, on average, over 75,000 visitors annually from outside of Lancaster County to Lincoln. The Lied's ability to attract new patrons from across the region and ensure return visitors is linked to the high-quality and high-demand performances the venue is able to present in addition to the perception of the venue's convenience and professionalism across the patron experience.

According to the most recent study from Americans for the Arts, the economic impact of arts and cultural organizations and their audiences in the City of Lincoln account for over \$98,000,000 annually. As the largest performing arts presenter in Lincoln, the Lied Center is a critical component in the economic footprint of the region. In addition to purchasing tickets, patrons who attend Lied Center performances, events and conferences dine at local restaurants, shop at small businesses and stay in Lincoln hotels.

Each year, events at the Lied Center have a great impact on the number of rooms reserved at area hotels. During the 2017-2018 Season, individuals associated with the Lied Center utilized approximately 12,000 hotel rooms. Of those 12,000, approximately 6,500 hotel rooms were reserved by clients that rented the Lied Center for various events. Many of these clients were affiliated with the International Thespian Festival and the Nebraska State Music Educators Association Conference as well as artists that choose to reserve their own hotel accommodations. The remainder of hotel nights comprised over 500 room nights booked by the Lied Center for season artists and 5,000 more rooms reserved by our patrons.

This project is projected to increase tourism to Lincoln and room rentals for local hotels. A major Broadway show that runs two weeks at the Lied Center has the potential to bring in over 30,000 audience members with an estimated 10,000 of attendees expected to come from out-of-town. As a result, we predict hotel night usage by Lied Center patrons will increase from previous years by a minimum of 1,500 based on having one supersized Broadway attraction per year. This is an increased annual economic impact of over \$525,000. As the program grows, the audience growth also increases as the number of supersized Broadway attractions increases.

The upgrades outlined in this proposal will help attract new, wider-reaching performances as well as special events and conferences that bring visitors to Lincoln. Event planners look for and increasingly expect venues to be able to fully accommodate their lighting and staging requests. Frequently, independent promoters bring marquee performers of international stature to the Lied, such as Jerry Seinfeld and Crosby, Stills & Nash in past seasons. For the Lied to remain attractive and competitive to these presenters, the rigging and lighting system improvement is essential.

### **Conclusion**

The Lied Center remains grateful to the Lancaster County Convention and Visitors Bureau for its past support and for its careful consideration of the present request. The Lied Center takes its role in the economy of Lincoln and Lancaster County very seriously and will always continue to look for ways to enhance the area as a visitor destination. The proposed lighting system improvement project is essential to the Lied's ability to continue bringing world-class performing arts to the area and contributing to the area's tourism business and economic vibrancy.

**Lied Center for Performing Arts  
Request to the Visitors Promotion Committee**

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  - b. Graduate Lincoln
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8. IRS Tax Determination Letter



January 29, 2019

Mr. Jeff Maul  
Executive Director  
Lincoln Convention and Visitors Bureau  
1135 M St. Suite 300  
Lincoln, NE 68501

Dear Mr. Maul,

I am writing this letter of support for the Lied Center for Performing Arts' application to the Visitors Promotion Committee, seeking support for improvements to the lighting system on the main concert hall stage.

As the General Manager for The Lincoln Marriott Cornhusker Hotel in Lincoln, I see firsthand how Lied Center performances and events impact the community, drawing patrons and audiences from across the state to the heart of Lincoln.

As a full-service hotel, we are well aware of the economic value created when a large number of people visit the area from out of town. Visitors stay in our hotel, dine in our restaurant, and spend money in Lincoln's small businesses.

We are privileged to partner with the Lied Center in hosting to an ever-increasing number of people who come to Lincoln to not only go to world-class performances such as American Ballet Theatre, but to attend conferences, corporate events and festivals, including the Regional College Theatre Festival, Nebraska Music Educator Conference, International Thespian Festival, and the Midwest Cup Show Choir Competition.

The improvements the Lied Center propose will help attract new performing artists, events and conferences and encourage more visitors not only at the Lied Center, but at establishments such as the Cornhusker Hotel and other local businesses and attractions.

The Lincoln Marriott Cornhusker fully supports the Lied Center's proposal for funding through the Lancaster County Visitors Improvement Fund, with the understanding that any dollar invested in improving the Lied Center's facilities and ability to present the finest programming will have a positive return on investment within our community.

Thank you for considering this investment in Lincoln and Lancaster County.

Best regards,

Susan Madsen  
General Manager  
The Lincoln Marriott Cornhusker Hotel

**Lied Center for Performing Arts  
Stage Rigging and Lighting System Improvement Project Budget**

**Income**

Individual Private Donations	\$ 50,000.00
Lied Center Circles of Giving Support	\$ 43,225.50
<b>Total Income</b>	<b>\$ 93,225.50</b>

**Expenses**

General Construction Contractor	\$ 210,000.00
Construction Contingency	\$ 16,040.00
Other NU Services	\$ 500.00
A/E Basic Services	\$ 15,000.00
NU Project Management	\$ 11,314.00
Other Speciality Consultants	\$ 7,397.50
Builder's Risk Insurance	\$ 758.50
Building Permit/Code Review and Inspection	\$ 2,000.00
Other Non-Construction Costs	\$ 108.50
Non-Construction Contingency	\$ 1,607.00
Lied Center Project Management	\$ 3,500.00
<b>Total Expenses</b>	<b>\$ 268,225.50</b>

**Surplus/(Deficit)      \$ (175,000.00)**

**Request to the Lancaster County Visitors Improvement Fund      \$ 175,000.00**

**Lied Center for Performing Arts  
Stage Rigging and Lighting System Improvement Project  
Scope of Work and Estimates**

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A Scope of Work was created by Auerbach, Pollock and Friedlander, a Performing Arts/Media Facilities Planning and Design Organization and included:

**The project will include the following major items of work by the Rigging Contractor:**

- Removal of existing hard framed Light Bridge and associated rigging.
  - Light Bridge
  - Counterweight, arbor, arbor bumper, lift lines, & loft blocks
  - Friction drive winch
  - Lighting circuit cable drops up to gridiron junction box
  
- One new motorized dedicated Electric and three new counterweight linesets in place of the removed light bridge.
  - 3 new counterweight linesets in place of the removed Light Bridge.
    - Note unique underhung rigging of 1 of the linesets
    - double-pipe ladder truss battens 92'-6" long (1 ½" schedule 40 pipe)
    - 12'-0" counterweight arbors (sized to match existing counterweight)
    - 12" dia. Head block
    - 8" to 12" dia. loft blocks with idlers
    - ¼" galvanized aircraft cable lift lines
    - ¾" dia. Multiline II operating line
    - Tension floor block
    - Rope locks with existing locking rail drilled & re-labeled
    - Excludes new counterweight (existing counterweight to be used)
  
  - One new motorized Electric with cable management.
    - double-pipe batten with semi-permanent tail-down pipe 92'-6" long (1 ½" schedule 40 pipe)
    - Lineshaft dead-haul hoist
      - Dual brake-motor arrangement (each motor brake rated for 125%)
      - 5,500 lbs capacity (preliminary)
      - 20 to 30 fpm fixed speed with VFD ramped accel /decel
      - Positioning +/- ¼" with Absolute encoder
      - Load monitoring (weight readout & WLL overload disable)
      - Cross-groove (at each drum)
      - Stromag brand 4-unit rotary limit (no equal)
      - Shaft coupling: flex-gear and/or splined universal joint
      - 208 VAC
    - "Preset" type control system
      - ETC Rigging Quick Touch Preset
      - JRC SceneControl 10R
      - iWeiss Alévo Controller
    - Connector strips with pigtailed (spacing TBD)(likely divided into 3 strips)
      - 72x 20amp (circuits 170-241) (2P&G pigtailed)
      - 16x 20amp (circuits 242-257) (4x 4-circuit socapex pigtailed)
      - 12x 50amp (circuits 518-529) (connector TBD pigtailed)
    - Pantograph cable management system
      - Min. 3 pantographs (SSRC or equal)

- With pantograph track and carrier upgrade: Richards-Wilcox 888 track and 8881 anti-kickup truck assembly with ball bearings and delrin guides
  
- Rigging contractor shall also provide the following:
  - (1) Site visit (field verification) after bid award, prior to preparation of shop drawings.
  - Shop drawings stamped by a Nebraska licensed engineer. Shall include rigging equipment and connection to existing building structure. Submittal shall include calculations package.
  - Site acceptance and load testing with consultant

**The scope of work was sent to four rigging companies and estimates were provided by the following two:**

- 1) iWeiss | **\$230,000**
- 2) JR Clancy | **\$215,000**

The University of Nebraska will formally bid the project as per their normal processes and practices.

Lied Center for Performing Arts  
Annual Operating Budget  
July 1, 2018 - June 30, 2019

		<b>Budget</b>
<b>Revenue</b>		
1 Ticket Sales	\$	3,600,939
2 Ticket Fees	\$	370,028
3 Ad Sales	\$	111,605
4 Misc. Earned Income	\$	198,000
5 University Related Income [a]	\$	454,418
6 Misc. Contributed Income [b]	\$	16,131
7 Facility Rentals	\$	633,334
8 University Foundation	\$	1,493,261
9 Friends of Lied	\$	396,000
10 Program Sponsorships	\$	236,000
11 Grants	\$	131,204
12 Maintenance Endowment [c]	\$	138,541
<b>13 Total Revenue</b>	<b>\$</b>	<b>7,779,461</b>
<b>Operating Expenses</b>		
14 Salaries/Wages/Benefits	\$	2,670,274
15 Union Contracted Labor	\$	241,528
16 Contracted Season Artist Fees	\$	2,471,383
17 Misc. Contractual Expenses [d]	\$	627,367
18 Operating Expenses	\$	496,703
19 Operating Supplies	\$	119,386
20 Marketing	\$	781,454
21 Travel	\$	85,571
22 Items for Resale	\$	36,750
23 Repair/Maintenance	\$	149,013
<b>24 Total Operating Expenses</b>	<b>\$</b>	<b>7,679,429</b>
<b>25 Net Operating Revenue(Expense)</b>	<b>\$</b>	<b>100,032</b>

**Notes:**

[a] Funds provided from University departments, includes: masterclass/residency fees, UCARE, student ticket subsidy (CFA), Hixson-Lied & Chancellor's funding.

[b] Arts Across NE partner fees, professional service fees and student ticket subsidies from other universities.

[c] Accumulative activity for the year occurs in the 4th quarter.

[d] Artist hospitality, teaching artists, hotels, shuttle, etc.

Annual Marketing Budget  
Lied Center for Performing Arts  
July 1, 2018 - June 30, 2019

Publishing/Printing/Photography	\$ 11,000
Promotional Materials	\$ 17,000
Program Book	\$ 73,444
Email Delivery	\$ 8,760
Video Production	\$ 7,500
Ticket Stock Expense	\$ 6,250
General Marketing/PR Expense	\$ 4,500
Broadway Expense	\$ 221,000
Season Shows Expense (Non-Broadway)	\$ 218,500
Brochures, Groups, Single Tickets Expense	\$ 163,000
Rental of Conference Facilities	\$ 400
Web Design Services	\$ 5,000
All Other Contracted Services	<u>\$ 45,100</u>
<b>Total Marketing Budget <sup>[a]</sup></b>	<b>\$ 781,454</b>

**Notes:**

[a] Represents all marketing efforts at the Lied Center related to the annual operating budget.



January 29, 2019

Lincoln Convention and Visitors Bureau  
Attn: Jeff Maul, Executive Director  
1135 M St. Suite 300  
Lincoln, NE 68501

Dear Mr. Maul,

My business partner, Rachel, and I own Dish – a local, upscale restaurant in the heart of downtown Lincoln that thrives on a great reputation for high-end dining, high-volume foot traffic and the myriad of cultural activities in the heart of Lincoln including performances and events at the Lied Center for Performing Arts.

Having been in the local restaurant business for over a decade, I know that the success and growth of countless establishments, including our restaurant, hinge on the success of nearby businesses, concert venues, art galleries, the University and numerous other institutions that contribute to the prosperity of the area. That said, we feel fortunate to have a mutual relationship with the Lied Center.

The Lied Center has a reputation for presenting world-class performances and providing a top-of-the line patron experience and this alignment with our clientele makes for a dynamic partnership. In fact, we historically noticed an increase in patronage around performances and events at the Lied Center and now even schedule extra staff during these times to handle the rush.

It is also important to note that the Lied Center attracts a large number of visitors from outside Lancaster County, many of whom patronize our restaurant while they are here for a show or conference. Annually, this amounts to a considerable amount business for our restaurant and other hospitality establishments in the area. Additionally, the increase in related sales yields significant tax dollars for our community.

Understanding the importance of the Lied's ability to improve its facility in order to continue provide Nebraska with bigger and increasingly higher-demand performances, I would like to extend my support for the Lied Center's request for grant funding from the Lancaster County Visitors Improvement Fund.

Sincerely,

A handwritten signature in black ink, appearing to read 'Marypat Heineman', written over a horizontal line.

Marypat Heineman  
Owner  
Dish Restaurant

January 29, 2019

Mr. Jeff Maul  
Lincoln Convention and Visitors Bureau  
1135 M St. Suite 300  
Lincoln, NE 68501

Dear Mr. Maul,

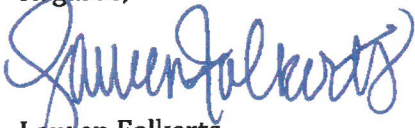
Since opening in Lincoln in 2017, the Graduate Lincoln has been providing a unique boutique hotel experience to Lincoln visitors and has benefited from a strong partnership with the Lied Center for Performing Arts. Not only do world-renowned artists such as Broadway star Leslie Odom Jr. and award-winning hip hop choreographer Rennie Harris and his company stay at the Graduate when they are in Lincoln for rehearsals and performances, attendees who travel from out of town for performances, conferences, and events, stay in our hotel.

As one of Lincoln's prominent tourist attractions, the Lied is integral in shaping the artistic, cultural and economic development of Lincoln and Lancaster County. The improvements proposed by the Lied Center could secure even larger and longer-running performances - we see this as an opportunity for increased sales and patronage as the draw of these performances would extend far beyond Lincoln and the surrounding communities.

Improvements to the Lied Center's facilities, specifically those that will help attract audiences from across Nebraska and neighboring states, plays a vital role in ensuring the economic prosperity of downtown Lincoln. These kinds of improvements ensure the Lied Center can maintain its unparalleled reputation as an artistic and cultural icon right here, in Nebraska's Capital City and is deserving of an allocation of lodging tax funds.

Please accept this letter of support for the Lied Center for Performing Arts application to the Lancaster Convention and Visitors Bureau for improvements in the main performance hall so they can continue to bring in world-class performances, events, and conferences. Thank you for considering the Lied Center's request.

Regards,



Lauen Folkerts  
Director of Sales  
Graduate Lincoln



## Petrina Suiter

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**From:** Susan Madsen <SMadsen@thecornhusker.com>  
**Sent:** Tuesday, January 29, 2019 12:11 PM  
**To:** JEFF MAUL (JMAUL@LINCOLN.ORG)  
**Cc:** Susan Madsen  
**Subject:** Lied Center Grant  
**Attachments:** 2019 Letter of Support - Cornhusker Hotel - 1.29.2019.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Jeff,

For your consideration; thank you.

Susan



**Susan Madsen | General Manager**

(p) 402.479.8290 (c) 402.281.8105

The Lincoln Marriott Cornhusker Hotel | 333 S. 13th Street, Lincoln, NE 68508

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January 29, 2019

Mr. Jeff Maul  
Executive Director  
Lincoln Convention and Visitors Bureau  
1135 M St. Suite 300  
Lincoln, NE 68501

Dear Mr. Maul,

I am writing this letter of support for the Lied Center for Performing Arts' application to the Visitors Promotion Committee, seeking support for improvements to the lighting system on the main concert hall stage.

As the General Manager for The Lincoln Marriott Cornhusker Hotel in Lincoln, I see firsthand how Lied Center performances and events impact the community, drawing patrons and audiences from across the state to the heart of Lincoln.

As a full-service hotel, we are well aware of the economic value created when a large number of people visit the area from out of town. Visitors stay in our hotel, dine in our restaurant, and spend money in Lincoln's small businesses.

We are privileged to partner with the Lied Center in hosting to an ever-increasing number of people who come to Lincoln to not only go to world-class performances such as American Ballet Theatre, but to attend conferences, corporate events and festivals, including the Regional College Theatre Festival, Nebraska Music Educator Conference, International Thespian Festival, and the Midwest Cup Show Choir Competition.

The improvements the Lied Center propose will help attract new performing artists, events and conferences and encourage more visitors not only at the Lied Center, but at establishments such as the Cornhusker Hotel and other local businesses and attractions.

The Lincoln Marriott Cornhusker fully supports the Lied Center's proposal for funding through the Lancaster County Visitors Improvement Fund, with the understanding that any dollar invested in improving the Lied Center's facilities and ability to present the finest programming will have a positive return on investment within our community.

Thank you for considering this investment in Lincoln and Lancaster County.

Best regards,

Susan Madsen  
General Manager  
The Lincoln Marriott Cornhusker Hotel

Internal Revenue Service

Department of the Treasury

P. O. Box 2508  
Cincinnati, OH 45201

Date: July 22, 2003

Friends of Lied  
% Gil McNair  
P.O. Box 880151  
Lincoln, NE 68588-0151

Person to Contact:  
Yvette Davis 31-07751  
Customer Service Representative  
Toll Free Telephone Number:  
8:00 a.m. to 6:30 p.m. EST  
877-829-5500  
Fax Number:  
513-263-3756  
Federal Identification Number:  
47-0727188

Dear Madam:

This is in response to your telephone inquiry regarding your organization's tax exempt status.

In November 1994, we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Friends of Lied  
47-0127188

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

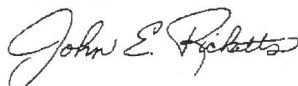
Section 6104 of the Internal Revenue Code requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. The law also requires organizations that received recognition of exemption on July 15, 1987, or later, to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. Organizations that received recognition of exemption before July 15, 1987, and had a copy of their exemption application on July 15, 1987, are also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. For additional information on disclosure requirements, please refer to Internal Revenue Bulletin 1999 - 17.

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



John E. Ricketts, Director, TE/GE  
Customer Account Services